URBAN/MUNICIPAL
CA30N HW Q78
M16 1991

MARKETING PLAN

ECONOMIC DEVELOPMENT
DEPARTMENT

MARKETING PLAN 1991

BUSINESS DEVELOPMENT

Direct Sales
Material and Promotional Support
Media Advertising
Special Projects
Industrial Land Development

TOURISM AND CONVENTION SERVICES

Tourism
Conventions
Special Events

BUSINESS DEVELOPMENT

BUSINESS DEVELOPMENT EXECUTIVE SUMMARY

The Region's Economic Strategy remains the foundation for business development tasks and objectives. Currently, the strategy is being re-addressed in light of evolving international changes. A key example is increased environmental awareness. Sustainable development concepts must be incorporated into economic development programs to ensure long term prosperity and a desirable lifestyle for community residents.

Emerging global trends and re-allocation of priorities as adjustment for the prevailing economic conditions will impact business development tactics and expectations. New greenfield investment by business is continuing to diminish, while proactive companies are securing joint venture agreements and strategic alliances to penetrate new markets.

Advertising, information material, direct sales, special projects, and land development will remain the critical elements of program delivery. Strategic selected economic sectors will be targeted. A description of each of the above activities is contained in Appendix 1.

Employment maintenance and growth, and new commercial/industrial property assessment, remain important indicators of local business development.

Notwithstanding the target group, staff will continue to promptly respond to inquiries from any sector interested in investing in the Region. Of particular note, it is expected that local business retention and expansion will be afforded the highest priority.

A vital aspect of 1991 activities is expanding programs for local business interface, requiring closer cooperation with all area Chambers of Commerce, local Federal and Provincial agencies, the F.B.D.B., and the B.A.C. Staff will boost all efforts to identify and respond to concerns of the local business community. Increased emphasis on local business opportunities will also help reduce more costly expenditures. A description of 1991 Local Market activities is contained in Appendix 2.

The geographical market for business development programs extends beyond the Region's boundaries. Combining existing external activities with new programs (twinning) will enable a more cost effective utilization of funds. Appendix 3 provides an overview of 1991 activities, and selected markets. External market budget allocation has been reduced by 18% ($28,000) to enable shifting of funds to local emphasis without an overall increase in budget.

BUSINESS DEVELOPMENT EXECUTIVE SUMMARY

Building upon the concept of networking as a basis for business, staff will pursue twinning in selected geographic markets with an affinity for such a linkage and which have identifiable business opportunities for local enterprises. A comprehensive three-year twinning program **PARTNERS** has been formulated as directed by Regional Council policy. As noted, the majority of twinning activities in 1991 will be undertaken within the existing budget allocation for external marketing.

Support material to supplement direct sales will continue to carry the "Right Place, Right Time" theme for 1991. Most existing publications and brochures require only minor modification prior to re-print. High quality standards are maintained to reinforce a consistent progressive image of the Region. Appendix 4 depicts the materials and promotional support items to be utilized in 1991. Budget allocation for this program has been reduced by 9% ($20,000).

Advertising the Region in our target markets to decision makers is often the catalyst to entice investment prospects. Themes developed in 1990 will be utilized again in 1991. A key change will be the use of smaller ads on a more frequent basis. It is conceded that the impact of the advertisement was made in 1990 and that increased frequency to continually reinforce our message would be a more prudent utilization of resources. The 1991 advertising schedule is outlined in Appendix 5. Advertising expenditures are proposed to increase only 1% ($1,500) which in view of additional GST costs is well below projected inflation rate.

Special Projects for 1991 are described in Appendix 6. Many of these activities are ongoing from previous years and will help project Hamilton-Wentworth as a Regional Centre. Most of these programs are funded from the industrial reserve and have no impact on the general tax base. The Greater Hamilton Technology Centre (Incubator) will continue to receive our strong support.

An extensive industrial land development program has evolved in recent years. Comprehensive studies and review of proposed business park activities has resulted in an extensive array of projects. Marketing of existing holdings, construction of services to augment the supply of building lots, and acquisition of strategic new property for future development all help address Regional concerns to provide high profile, affordable locations for business investment. Appendix 7 highlights 1991 activities. A more thorough review will be presented with the 1991-95 Capital Budget submission.

Appendix 1

DIRECT SALES are undertaken to establish personal contact with generated leads to facilitate project completion. Direct Sales target the decision maker in identified markets and business sectors. Direct Sales rely upon all of the other elements of the marketing plan. Local visitations, trade shows, business missions, presentations, seminars are examples of direct sales.

MATERIALS AND PROMOTIONAL SUPPORT includes creating and maintaining the numerous brochures, reports, advertisements, exhibits, audio visual presentations and promotional items. These items help extend the message of Hamilton-Wentworth, in a factual and effective manner.

MEDIA ADVERTISING is often the first contact a future lead has with the Department. Highest quality material in recognized publications ensures that an appropriate image and message is conveyed to leave a lasting first impression of Greater Hamilton as a desirable location.

SPECIAL PROJECTS are undertaken to develop Greater Hamilton as a Regional Centre. These projects may result in new facilities or may provide a valuable resource service to the Region. Projects include Community Small Business Centre (INCUBATOR), specialized business park studies and involvement with a number of other activities.

INDUSTRIAL LAND DEVELOPMENT ensures that a good supply of affordable, serviced industrial lots are maintained in the community to accommodate business location and expansion. A review of the Region's role in industrial land development has culminated in the formulation of a comprehensive ten year plan for business park development.

TOURISM EXECUTIVE SUMMARY

Greater Hamilton tourism industry operates in an environment of intense and increased domestic and international competition. Tourism is growing rapidly world-wide. Greater Hamilton tourism industry will develop new products, adapt old ones to changing markets and make full use of new techniques.

Canadians are spending less on travel within Canada and visitors from other countries are spending more. The number of overseas visitors to Canada has been climbing steadily since 1980 suggesting that the Canadian tourism industry has been successful in taking advantage of the explosive growth in world tourism experienced in the past ten years.

One area of concern is the diminishing numbers that are coming to this area from the United States, traditionally the largest single source of foreign visitors to Greater Hamilton. Fewer than one third of the U.S. outbound tours are travelling into Canada.

International tourism today is driven by advanced industrialized countries. Demographics point to the emergence of a significant market segment composed of older, wealthier tourism clients who are concerned with security, safety and health. Another distinct and significant market segment to emerge is the group of tourists who can be termed the "children of the information age."

Research has identified specific American market segments with high potential, including off-season visitors, seniors, the week-end getaways, consumer and long haul air travellers from the American south and southwest. With concentrated effort, this industry segment can induce significant market growth.

Forecast research suggests a steady growth to some 3.5 million annually in overseas visitors to Canada by 1994. The large international tourism market will be found in western Europe.

Four international markets that show great promise for this area are the United Kingdom, France, West Germany and Japan. In three of these markets, the number of people who have expressed interest in long international trips have approximately doubled in the last three years. Marketing efforts, in conjunction with receptive operators such as Canada Coach, is essential to penetrate these markets.

TOURISM EXECUTIVE SUMMARY

Our priorities will be to maximize the yield of marketing dollars invested by targeting marketing segments offering the greatest return in terms of receipts to this area and increase the dollars available to the national marketing program for private sector progress.

Activities will consist of allocating a larger portion of marketing resources to package strategic marketing information, secure additional partners to sell particular product lines to high yield markets, and explore new ways to do business under Federal marketing programs. Our first objective is to work closely with local organizations to deliver a more targeted tourism program. Appendix 1 outlines the tourism marketing programs for 1991.

A second objective is to ensure that Greater Hamilton has the products demanded by customers. There will be priorities associated with that to maximize tourism opportunities existing in selected public properties, identify new products, undertake major upgrading and expansions, and focus on attractions and available services.

The program will endeavour to increase the four season capacity of our area and develop our surrounding areas in selected national parks.

We will bring together product suppliers, tour operators, wholesalers, retailers, and other government agencies and organizations, such as Tourism Ontario and BIAs in Greater Hamilton. Furthermore, we will increase the range of business services and pursue joint planning with other agencies within the Region, such as Canada Coach Lines, Regional Police, Health Department, Parks and Recreation, HECFI, Conservation Authority, Transportation, African Safari, Airport, Harbour Commission, Chambers of Commerce, Mohawk College and others to work in joint consultation with industry.

Finally, the one program, which will require close coordination with Business Development, will build upon the concept of friendship as a basis for business through the twinning program **PARTNERS**. Twinning activities will be pursued in selected geographic markets with business development and industries in this area which will have identifiable economic benefits for local business and tourism. A comprehensive twinning program has been formulated as directed by Regional Council. The majority of twinning activities will be undertaken within existing external marketing budget allocations.

CONVENTIONS EXECUTIVE SUMMARY

Business travel accounts for 90% of the world travel revenues. There are two types of business trips--meetings and conventions, and individual business trips.

People who plan meetings and conventions may be influenced since they look for new and interesting locations. The meeting and convention market is lucrative. It offers extra advantages to the tourism industry since convention meetings are planned far in advance, they may provide a source of guaranteed income anchoring the season for hotels. Further, most meetings and conventions are held in the spring and fall, which helps to boost the average occupancy and contribute to the overall operation of the hospitality industry.

The objective of the Convention Program is to increase the number of conventions utilizing two or more hotels or have booked into Greater Hamilton in future years. Because of the prevailing adverse economic conditions, many association organizations are inclined to hold smaller Regional meetings.

We intend to take advantage of this situation by advertising our convention and meeting destination which utilizes smaller facilities with city-wide conventions using "break out" type of meetings. Appendix 2 highlights the Convention Program for 1991.

New themes will be introduced to enhance the Region's input to initiatives undertaken by the Hamilton and District Chamber of Commerce. Several large conferences and sports-related activities will be held in Greater Hamilton. The Region, along with the City of Hamilton, will play a greater role in servicing and hosting the Labatt Brier, the Canadian Music Awards, the Labour Canada Conference, and Canada Cup. Extensive local, national, and international media coverage is expected.

Sales calls will target selected regions such as Ottawa, Toronto and Montreal. Key associations will be approached We plan to participate in selected marketplaces which target specific meeting planners and convention organizers.

In 1991, this division, together with HECFI, will investigate the possibility of attracting International Congresses. International Congress Conferences related to environmental, health, and education will be targeted. Existing marketing themes such as "Location, Location" and "The Right Place, the Right Time" will be maintained in 1991.

SPECIAL EVENTS EXECUTIVE SUMMARY

Special Events will help to promote various events and attractions to visitors, residents and prospective visitors. Our Calendar of Events will be refined and re-directed to target interest groups. A bi-annual events brochure will be produced. **SKYLINE** newsletter will continue to promote special events throughout the area.

A 15 minute event magazine will be featured on Cable 14 in conjunction with attractions at HECFI.

Previous success of **AQUAFEST** will be maintained and enhanced. Its locations will be the Hamilton Waterfront, Hamilton Yacht Club and Pier 4 as the main venue. Committees will be struck to pursue the second part of the third year and a marketing package will be developed.

REVEIL'92 will become the theme of the World Marching Bands Review Program. The Phase II Report, which will be presented to the Economic Development and Planning Committee, will include program development, fund raising, marketing, implementation planning along with comments.

Ongoing encouragement and participation with organizers of major events, such as Festitalia, Mardi Gras, Air Show, Football Hall of Fame, Festival of Friends, and Tour du Canada Bicycle Races, to name a few, will be continued.

Appendix 3 highlighting special events for 1991 is attached.

Appendix 2

Local Market	1990	1991
	$59,540	$61,550
Business Visitation	Call upon 350 Hamilton-Wentworth enterprises.	
Property Inventory	Maintain computerized data base of available properties for lease or sale.	
Delegations	Encourage and receive visiting business and government delegations to Hamilton-Wentworth.	
Media Liaison	Preparation of news releases and response to inquiries concerning local development concerns.	
Receptions	Developer/Realtor, Business Appreciation Day, Financial/Investment, provision for special reception related to Twinning Program.	
Trade Shows	Business Opportunities in the Environment, Greater Hamilton Business Expo.	
Seminars/Presentations	At regular intervals throughout the year, staff will attend and/or organize informative sessions dealing with a variety of subjects of interest to local business (ie. joint venture exports to Eastern Europe).	
Special Interest Group Liaison	Staff will attend and monitor community organizations and events of interest to local business networks. (ie. Chambers of Commerce, Real Estate Board, Chairman's Employment Adjustment Committee).	
Client Service	Staff will respond to inquiries from generated leads seeking information and assistance concerning expansion, relocation, or new project investment. (ie. business park tours, project expediting assistance). Numerous client service inquiries are generated from local visitation.	

Appendix 3

External Markets

1990	1991
$155,990	$127,200

TORONTO

Receptions

Budget restraint in 1990 limited the assessment of receptions planned for this market. Reduced allocation in 1991 suggests three events in 1991. Suggested themes include ICI Developers/Realtors, Professional/Business Services, and Investment Counsellors. Some of these receptions will be arranged in conjunction with the "Greater Hamilton" Golf Tournament.

Trade Shows

ICI at UDI, National Business Show, SIOR, and Flint, Michigan.

Client Services

Staff will regularly travel to the Toronto area to respond to generated inquiries and encourage clients to visit the Region.

Government Liaison

Interaction with officials of various Provincial ministries will be undertaken as required. Information concerning programs and assistance for local business will be disseminated.

CANADA

Government Liaison

Interaction with officials of various Federal ministries will be undertaken as required. Information concerning programs and assistance to be disseminated throughout Region.

Client Services

Staff will respond to generated inquiries and provide timely information and assistance to firms contemplating investment in the Region.

External Markets (cont.)

UNITED STATES

Trade Shows	Staff will attend selected trade shows in conjunction with Federal/Provincial government officials. Shows will be selected based on target sectors (Healthcare, Food/Beverage, Auto Parts, etc.).
Trade Missions	Continue efforts in Pittsburgh. Combine missions with trade shows and investment seminars to maximize resources. Staff will encourage participation of local businesses seeking new opportunities and investment partnerships.
Government Liaison	Ongoing interaction with consulates and provincial trade offices throughout U.S.A. Attend investment seminars and cross border trade missions sponsored by Federal/Provincial departments.
Client Services	Staff to respond to generated inquiries and leads from potential investors and businesses.

EUROPE

Trade Shows	Attend Hannover Fair in conjunction with other business missions and the twinning program.
Trade Missions	Attract new investments and technology.
Government Liaison	Provide ongoing interaction.
Client Services	Refer above.

BUSINESS DEVELOPMENT

External Markets (cont.)

Twinning Program	To be undertaken in conjunction with regular activities. Target markets include Lyon (France), Dortmund (Germany), Genoa (Italy), Glasgow/Edinburgh (United Kingdom). Twinning activities to supplement trade show attendance and business missions to target markets for selected economic sector development (ie. MedTech '91 near Dortmund). Twinning aspect to contain provision for reception and presentation by Regional representatives on attributes/opportunities for cultural and business linkages.

PACIFIC RIM

Trade Show	Attend Investment & Trade '91 Hong Kong.
Trade Mission	Respond to request from Fukuyama (Japan) Chamber of Commerce for presentation to members concerning business and investment opportunities in Hamilton-Wentworth. Local businesses invited to attend this mission.
Government Liaison	Provide ongoing interaction
Client Service	Continue to attract investments. Generate business proposals and respond to inquiries for joint ventures and strategic alliances.

MIDDLE EAST

Client Service	Respond to inquiries to identify business opportunities and suitable partners.
Trade Mission	Participate in business promotion mission to attract investments.

Appendix 4

Support Materials

		1990	1991
		$220,350	$200,900
Community Profile	Update data and reprint.		
Executive Summary	Update data and reprint. Translation of Executive Summary for use in external markets (French, Italian, German, Japanese, Cantonese, Arabic).		
Annual Report	Produce 1991 report for distribution in 1992. Mid-year report undertaken in June.		
Special Insert	Information document utilized for 1991 Business Appreciation Day.		
Corporate Brochure	Reprint existing brochure. Prepare translation inserts for external markets (see above).		
Business Development Services Brochure	Reprint existing services brochure.		
Business Directory	To be reproduced in 1991 for 1992 distribution. Undertaken by private sector at no direct cost to Region.		
Business Proposals	Maintain inventory of business and investment opportunities for use by entrepreneurs and promote specific sectoral development.		
Dunn and Bradstreet Corp. Relocation Service	Obtain special reports generated monthly by Dunn and Bradstreet listing Corp. Relocation Service:businesses in Southern Ontario contemplating expansion and relocation. Department purchases services for $5,000/year with guarantee of approximately 40 leads per month		
Audio Visual Production	New business development video to be produced in 1991 for 1992 distribution. Final product delivered in several languages to respond to external markets.		

Support Materials (cont.)

Trade Show and Exhibit Booth	No changes planned for 1991.
Promotional Items	Wide range of items emblazoned with Regional logo to reinforce message and image of Region for distribution to clients and important visitors.
Direct Mail	Three campaigns to induce response from targeted sectors (office/healthcare/food and beverage) to be undertaken.
"SKYLINE" Newsletter	Award winning quarterly publication circulated to over 3,500 local businesses and officials. Includes informative articles on local economic development and business opportunities. Unchanged for 1991 distribution.

Appendix 5

Media Program	1990	1991
	$163,730	$165,250

LOCAL MARKET

Hamilton Business Report	Six placements, outside back cover.
Stoney Creek Chamber of Commerce	Annual directory and Newsletter.
Flamborough Chamber of Commerce	Annual directory.
Hamilton and District Chamber of Commerce	Annual directory and six placements, outside back covers in "Panorama".
Hamilton and District Homebuilders	Annual Directory.
Better Business Bureau	Annual Directory.
Hamilton Law Association	Articling in Hamilton-Wentworth Brochure.
McMaster Times	Three placements.
Opera Hamilton	Four placements.
Let's Talk Business	Six placements.
Radio	Sponsorship of news broadcasts at key times (ie. morning news) to promote Department Services.
Hamilton Spectator	To coincide with special events; promote Department's services.

Media Program (cont.)

TORONTO/NATIONAL

Toronto Office Guide	Two placements.
Toronto Business Magazine	Two placements (dates determined by editorial content).
REDA (Real Estate Development Assoc.)	Annual directory.
In Site Magazine	Annual Directory.
Canadian Business	Four placements (Info Tech, CEO 500, Industrial Locations, Business Travel)
Financial Post - Weekly	Four placements (Real Estate I, Research and Development, Small Business, Real Estate II).
Financial Post Daily	Four placements (Office Space, Industrial Locations, Real Estate Developers, Office Space).
Financial Post - Canadian Markets	Annual Publication
Transit Shelters	Placements at high profile locations in downtown Toronto (Not a Crowd in the Sky).
Radio	Ads taken during rush hour to suggest more prudent use of time by residing/working in Greater Hamilton.

Media Program (cont.)

INTERNATIONAL

Canada Journal (Germany)	Two placements.
Handelsblatt (Germany)	One placement.
Invest Canada (Hong Kong)	One placement (Real Estate in Canada).
Executive Report (U.S.A.-Pittsburgh)	Four placements (Commercial Real Estate, Healthcare, Environmental Technology, Economic Development Profile).
Area Development (U.S.A.)	Two placements (dependent upon editorial content).
High Tech in Pennsylvania (U.S.A. -Pittsburgh)	Two placements (World Class Manufacturing, Technology in the Global Market).
NACORE (North American Commercial and Office Real Estate) (U.S.A.)	Annual Directory
SIOR (Society of Industrial & Office Realtors) (U.S.A.)	Annual Directory.

BUSINESS DEVELOPMENT

Appendix 6

Special Projects	Budget appropriation as noted in each description.
GHTEC (Greater Hamilton Technology Enterprise Centre)	Project construction to commence in 1991. Site is Airport Business Park. Building design underway 1990. Total approved capital budget allocation is $4 million (1991-95).
Canada Steel Science and Technology Centre	Continue awareness building, government lobbying and assist Steering Committee organize for fund raising activities. Proposed budget of $1,000 for incidental expenses in 1991.
Food and Beverage Business Park Feasibility Study	Study commenced in 1990. Expected completion date March 1991. Project cost of $50,000 allocated from 1990 Capital budget (Research Park Study).
Environmental Technology Business Park Feasibility Study	Study commenced in 1990. Expected completion date June 1991. Project cost of approximately $50,000 allocated from 1990 and 1991 Capital Budget (Research Park Study).
Business Opportunities in the Environment Symposium	Building upon the success of the 1990 symposium, staff will again assist in organizing this event, should sufficient interest be noted from the local community.
Area Marketing Plan	Completion of Stoney Creek Marketing proposal and material by March 1991. Formulate Glanbrook Industrial Business Park marketing proposal. Continue implementation of Flamborough and Downtown Hamilton marketing proposals. Funding of $60,000 allocated within 1991-95 Capital Budget.

Special Projects

Other Projects

Staff representation to various boards and special interest groups to ensure economic development objectives are given due consideration, and to provide a resource role.

- Chambers of Commerce
- CAPIC (Central Area Plan)
- (Business Land Use Advisory Board)
- Sustainable Development Task Force
- Employment Adjustment Group
- Hamilton Airport Authority

Appendix 7

Industrial Land Development and Marketing Plans

Ancaster Industrial Business Park	Phase III complete and available for sale (20 acres). Phase IV construction commenced 1990 to be completed by May 1991. (25 acres). Phase V not anticipated until post 1991.
Hamilton Mountain Industrial Business Park #2	Complete and available for sale (10 acres).
Dundas Business Park	Ongoing marketing of existing holdings (11 acres).
Healthcare and Medical Technology Business Park (PARKMED)	Anticipated construction to start 1991 pending formal development agreement with owner of selected site. (45 acres).
Airport Business Park (AEROPARK)	Anticipate construction to commence in 1991. (57 acres).
North Glanbrook Business Park	Contribution to Dartnall Road extension pursuant to Industrial Business Park Action Plan directive. Cost estimate is $300,000. Local levies to be waived on future development of Regional holdings in this area.
Stoney Creek Business Park	Ongoing initiatives to identify and co-operatively develop selected site. Likely development will occur in 1993.
Future Land Acquisition	Ongoing review and assessment of future opportunities.
Development Partnerships	Respond to private sector requests to co-operatively embark upon approved land development projects.

TOURISM AND CONVENTION SERVICES

TOURISM

Appendix 1

Local Programs

	1990	1991
	$253,000	$257,400

Brochure Creation

- Maintenance of existing stock with revisions.
- A new street information map will be produced in conjunction with B.I.A.s and City of Hamilton.

Newsletter

- Tourism and Convention News.
- Greater Hamilton Greater Nightlife Information Package

Tourism Centres

- The opening of a tourist information centre at the Fifty Point.
- Location of a tourism centre in Flamborough will be examined with the Town of Flamborough and the Flamborough Chamber of Commerce. Upgrading of other facilities at the Royal Botanical Gardens and African Lion Safari will be undertaken.
- Downtown centre will operate five days a week rather than seven days as in previous years.
- Centre will be opened earlier in the Tourism Season to reflect demand.

Volunteers

- Lady Hamiltons will celebrate their 20th Anniversary.

Events Line

- A new media campaign to emphasize the event line will be introduced. (522-7772)

Media

- Newspaper monthly event ads - introduction of discount coupon for one event will accompany the ads as a measurement to test audience response.
- Our television campaign which was introduced in 1990 will commence at the beginning of our tourism season running 30 second spots during peak times.
- Radio ad reflecting local awareness and pride
- Visitor guide update ads

Tourism Awareness Week

- Highlighting importance of tourism to the community along with awareness.
- Work together with B.I.A.s and area Municipalities to create awareness.

Local Interface

- Work closely with HECFI, the BIAs, the Hospitality Industry, Ministry of Tourism in Hamilton and Queen's Park.

Appendix 2 (cont.)

External Programs

	1990	1991
	$164,650	$122,000

Marketplaces

- In 1991, promotional material will be upgraded. We will work collectively with the local hospitality industry in co-operation at tradeshows.
- We will include Canadian Consulate and Ontario Ministry of Tourism and Recreation Tradeshows.

Familiarization Tours

- Plan sales calls in co-operation with local Tourism partners to selected tour operators is being scheduled in early March.
- Package **Fam** tours to introduce off season packages will be explored.

Media

- A media mix targeted at magazine inserts, newspaper ads in selected U.S. cities, Ontario magazine ads, travel trade publications and airline trade magazines will be implemented.

Foreign Markets

- Create packaging to target the European and Japanese markets. Work in co-operation with airlines, tour operators, hotels and attractions. Staff will offer them a competitive tour package.
- Combine receptive tours and packages with Canada Coach and local attractions/hotels.

Twinning Program

- Develop and create twinning initiatives to enhance both business and tourism development for this three year program.
- Target Genoa, Italy; Lyon, France; Dortmund, Germany; Edinburgh, United Kingdom; and Saint John, New Brunswick as destinations in conjunction with Business Development.

Airport Development

- Stimulate and develop awareness, and market and target airlines to increase feeder and destination airline services to Hamilton Airport.

Toll-Free Number (1-800-263-8590)

- Consider an open line for the entire year.

CONVENTIONS

Appendix 2

Local Market

	1990	1991
	$129,300	$129,000

Convention Ambassador Week

In 1991, we will enhance the initiatives of the Hamilton and District Chamber of Commerce by introducing a new theme for the Ambassador program.

A new television ad campaign with interviews on both CHCH and Cable, and the unveiling of the Convention Centre Wall of Convention Awards at HECFI will be highlighted.

Convention Services

Several large key conferences will be held in Greater Hamilton. The Region, along with the City of Hamilton, will host the Labatt Brier, Canadian Country Music Awards and Labour Canada's National Conference. Each will bring extensive media coverage and attention both locally and internationally. Servicing of the conferences and partnership is planned.

Media

The local campaign will be comprise of:

- Television - testimonials of our Ambassadors
- Chamber of Commerce Publication
- Transit shelters
- Newspaper ads
- Newsletter inserts

General Publications

- Upgrade our convention bid kits, and accommodation and dining guides.
- SKYLINE will be produced in conjunction with tourism publication
- Update lure brochure

CONVENTIONS

Appendix 2 (cont.)

External Markets

	1990	1991
	$145,050	$135,000

Attendance Building

As a lure for our bid presentation we plan to convention build to approximately 15 selected conventions.

Bid Presentations

Target bid packages at associations seriously considering Greater Hamilton as a convention destination. The goal is 75 bids in 1991.

Site Inspection/ Sales Calls

Several sales blitzes to the Ottawa/Toronto/Montreal areas in conjunction with representatives from the hospitality industry of Greater Hamilton will take place. Site inspections on bid packages are also planned.

Marketplaces/ Tradeshows

Attendance at "Canada Calling Promotions" sponsored by Tourism Canada along with major tradeshows at CSAE, Quebec City, and ASAE, Washington, D.C. are planned. Conferences related to Convention Service Bureaus of IACVB, Honolulu, U.S.A., and CACVB are also planned. New for 1991, the International Congress Shows will be investigated with HECFI.

Media

Target groups will be marketed through:

- Trade Magazines
- Newspaper Publications
- Inflight Magazines

SPECIAL EVENTS

Appendix 3

	1990	1991
	$30,000	$46,000

Calendar of Events

Creations will be down scaled with a limited number being distributed.

Greater Hamilton - Greater Events Brochure

A bi-annual events brochure will be produced and marketed through trade and insert magazines.

Festivals and Special Events Update Committee

- develop workshops/seminars
- distribute in newsletter SKYLINE
- develop Greater Hamilton Festival and Special Events Outstanding Contribution Award
- implement co-op advertising

Greater Hamilton Events Magazine

In conjunction with Cable 14 TV Hamilton, the Special Events section and HECFI will produce and host a 15 minute event magazine once a month.

AQUAFEST '91 - "Bigger and Better"

- provide additional activities
- locations will be:
  - Confederation Park
  - Hamilton Yacht Club
  - Hamilton Harbour
  - Pier 4
- develop committees
- marketing package
  - develop logos
  - souvenir program

REVEIL '92

World Marching Band Review - Phase II

Develop:

- committee structure
- program
- financing
- fundraising
- marketing
- implementation plans
- data collection and analysis

SPECIAL EVENTS

Appendix 3 (cont.)

Greater Hamilton Day at the C.N.E.	• coordinate a Theme Day • provide exhibits • act as entertainment coordinator
Marketplaces	• provide liaison with Ministry of Tourism programs • attend International Festival Association and Special Events Marketplaces/Tradeshow in Pittsburgh, San Diego, Halifax and Toronto
Local Interface	• encourage and participate in such events as Festitalia, Mardi Gras, Airshow, Bicycle Races, Football Hall of Fame, Oktoberfest, Festival of Friends, Rockton Fair, Winona Peach Festival, Dundas Cactus Festival and others.

HAMILTON PUBLIC LIBRARY
3 2022 21333402 8

0 65800 06237 5